



PHILIP MORRIS

U.S.A.

120 PARK AVENUE, NEW YORK, N.Y. 10017 TELEPHONE (212) 880-5000

March 13, 1986

Madlyn Glazer
Home Testing Institute
900 West Shore Road
Port Washington, New York 11050

Dear Madlyn:

This will serve to initiate work on project #8529.

<u>TEST</u>	<u>METHOD</u>	<u>PANEL REQUIREMENTS</u>
8529 (1 pack of B&H Classic Lights 100's plus ad)	Mail Placement/ telephone interview	200 B&H 100 NMF smokers 200 B&H Lights 100 NMF smokers 150 B&H Ultra Lights 100 NMF smokers 400 Cross Section Other Full Flavor and Flavor Low (7+) 100mm NMF smokers (See attached list)

The sample for this test should be pre-screened and contain smokers 18-54; B&H smokers may be 18-64.


The smoker sample for the non-menthol cross section should contain 30% males (41% of whom are 18-34 and 59% whom are 35-54) and 70% women (52% - 18-34 and 48% - 35-54).

Our test areas of Sacramento, Ca. and Oklahoma City, Oklahoma, Jacksonville, Florida and Seattle, Washington (see attached maps) should not be included in the sample.

I will assume responsibility for getting the correct ad to you when the product arrives.

If you have any questions, please advise.

Sincerely,


Jerry Isaacs

JI:db
Attachments

cc: J. Bonhomme C. Levy
K. Eisen K. Miller
H. Foster J. Zoler
T. Goodale

MARLBORO BENSON & HEDGES MERIT VIRGINIA SLIMS PARLIAMENT LIGHTS PLAYERS SARATOGA CAMBRIDGE ALPINE MULTIFILTER

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